INDEX TO DUN'S REVIEW AND MODERN INDUSTRY

VOLUME 75 ... NUMBERS 1–6 JANUARY 1960 – JUNE 1960

Titles of articles and of departmental items (identified by *"s"*) are listed alphabetically under subject. Economic material appearing at regular intervals in DUN'S REVIEW is not indexed. Also unindexed are the departments "Voice of Industry," "Washington Business Front," "Capital Views and Previews," and "Executive Bookshelf."

An alphabetical index listing authors and other persons quoted at length, as well as an index of companies which have been the subject of more than passing reference in the magazine, will be found following the main subject index.

— A —

Advertising
- FTC Tightens the Screws *(s)* — Jan. 53
- What Industry's Leaders Think of Advertising — Mar. 38

Arbitration
- Arbitration Clauses Valid *(s)* — Jan. 55
- Compulsory Arbitration? Business Votes "Yes" — Jan. 40

Automation (*see also* **Electronics**)
- Automation Comes to the Supermarket *(s)* — Feb. 99
- Automation Idyll *(s)* — Jan. 72
- Computer Pays for Itself *(s)* — Apr. 93
- Electronics Simplifies Truck-Loading — June 135
- New Twist in Controls *(s)* — Feb. 84
- No Model Change-Over *(s)* — Jan. 64
- Progress and Payoff in Industrial Automation — Jan. 44
- Too Fast, Too Soon *(s)* — June 158
- When You Automate: How to Avoid Labor Woes — Apr. 42

— B —

Benefit Plans, *see* **Employee Benefits**

Big Business
- Big Boss at Big Steel — Apr. 45
- Big Business Talks Back — Jan. 83
- Inside Look at Antitrust — June 46

Business Law, *see* **Legal Problems**

— C —

Collective Bargaining, *see* **Labor Relations**

Common Market, *see* **Tariffs**

Communications
- A Full Day's Work *(s)* — Jan. 85
- Bulletin Board Tips *(s)* — Apr. 131
- Direct Broadcast *(s)* — Mar. 158
- Employee Teamwork Can Cut Your Costs — June 43
- Helping R&D Communicate *(s)* — May 100
- Idea Exchange *(s)* — May 125
- Labor press *(s)* — Feb. 73
- Myth of Communications — Jan. 37
- News by Telephone *(s)* — May 125
- Where We Stand *(s)* — Feb. 115

Communist Nations
- Statistics, Soviet-Style *(s)* — May 112
- Should You Do Business with the Reds? — May 59
- Myth of the Communist Superman — June 40
- Oil and Diamonds *(s)* — Mar. 156
- Reds Copy Capitalists *(s)* — Feb. 97
- Secret Weapon of the Soviets — Jan. 42

Community Relations, *see* **Public Relations**

Company Names
- When You Outgrow Your Company Name — May 67

Compensation
- Deferred Compensation *(s)* — May 103
- Myth of the Almighty Dollar — May 54
- Payoff for Performance — Apr. 48
- Sales Force Compensation *(s)* — June 183
- Stockless Stock Bonus Plan *(s)* — May 103
- Today's Silent Office Revolution — Apr. 64
- Word of Mouth Is Binding *(s)* — Jan. 56

Competition
- Competition, Fair and Foul *(s)* — June 171
- Competitive Spirit *(editorial)* — Mar. 37
- How Can We Beat Foreign Competition? — May 45
- Safeguarding Trade Secrets *(s)* — Mar. 143

— D — E —

Decision-Making, *see* **Management**

Defense Business
- Defense Business: Is It Worth the Effort? — May 42

Economic Conditions
- Another 1929? *(s)* — Feb. 88
- Big Boss at Big Steel — Apr. 45
- Sense of Values *(editorial)* — May 41
- What Is Inflation? *(editorial)* — Apr. 41
- What's Ahead for Sales & Profits? — Jan. 67

Electronics
- Converter, thermoelectric *(s)* — Jan. 98
- Electric Drill *(s)* — Jan. 94
- Electronics Simplifies Truck-Loading — June 135
- Miniaturization Step-Up *(s)* — Feb. 82
- New Recording Revolution *(s)* — Feb. 81
- Safety guard, electronic *(s)* — Apr. 133
- Semiconductors on the Move *(s)* — Apr. 93
- Thermoelectricity Advance *(s)* — Mar. 137

Employee Benefits
- Fringe Binge: How Long, How Costly? — May 56
- For the Employees *(s)* — Apr. 131
- In-Plant "Automat" *(s)* — June 183
- Now It's Safe to Wait *(s)* — Jan. 56
- Products Serve Employees *(s)* — June 178
- Vacation Trend Is Up *(s)* — June 155
- Wooing Employees with Better "Extras" — Mar. 111

Employee Relations, *see* **Communications, Employee Benefits, Labor Relations, Personnel Management, Recruiting**

Engineers, *see* **Professional Workers**

Equipment
- New Power Source *(s)* — Jan. 69
- New Twist in Controls *(s)* — Feb. 84
- One by One *(s)* — Mar. 137

Equity Financing, *see* **Financing**

Executives
- Executive Jobs: Less Room at the Top — May 87
- Executive Jobs: A Seller's Market — Mar. 50
- Executive Transfers *(s)* — Jan. 63
- How to Deal with Executive Deadwood — Mar. 41
- Myth of the Almighty Dollar — May 54
- New Internationalists — Apr. 54
- Payoff for Performance — Apr. 48
- Profile of a President — Jan. 57
- Rx for Easing Executive Workloads — Feb. 59

Exports, *see* **Markets, Foreign**

— F —

Financing
- Consumer Credit Overseas *(s)* — June 170
- Deciding to Go Public *(s)* — June 164
- Going Public *(s)* — Feb. 87
- Leasing as a Sales Tool *(s)* — Feb. 102
- Managing Your Corporate Cash for Profit — June 50
- Truth about "Tight Money" — May 50
- World Bank News *(s)* — Apr. 110

Foreign Trade, *see* **Markets, Foreign**

— G —

Government (*see also* **Politics**)
- Inside Look at Antitrust — June 46

— I —

Imports, *see* **Markets, Foreign**

Inflation, *see* **Economic Conditions**

Interest Rates, *see* **Economic Conditions, Financing**

Inventions
- Swords into Plowshares *(s)* — Feb. 84

Inventories
- Inventory Guide *(s)* — May 122

Investment
- Banking Incognito *(s)* — Mar. 156
- Meeting the Import Challenge: U. S. Industry Goes Overseas — Apr. 59
- New Lures for Investors *(s)* — Feb. 95

Labor Relations (*see also* **Unions**)
- Collective Bargaining in 1960 *(s)* — Mar. 133
- Coming Showdown in Labor — Jan. 34
- Compulsory Arbitration? Business Votes "Yes" — Jan. 40
- Featherbedding Pads the Bill — June 111
- Labor press *(s)* — Feb. 73
- One Secret You Can Keep *(s)* — Jan. 55
- Secretary Mitchell Speaks His Mind — May 48
- Stockholders Get the Lowdown on Labor — May 70
- Verdict on Labor by Top Management — Feb. 65
- When You Automate—How to Avoid Labor Woes — Apr. 42

Legal Problems
- Credit Card Liability *(s)* — May 104
- Deferred Compensation *(s)* — May 103
- Double Trouble in Transport: The Impact of Regulation — June 68
- Get It in Writing *(s)* — May 106

Inside Look at Antitrust . . . June 46
Long-Term Royalties *(s)* . . . May 105
Needed: A New Look *(s)* . . . Apr. 107
Only the Contract Counts *(s)* . . . May 107
Stockless Stock Bonus Plan *(s)* . . . May 103
What's In a Name? *(s)* . . . Mar. 146
When Directors Go Fishing *(s)* . . . May 104

Legal Counsel
Lawyer in Business *(s)* . . . Mar. 145

Legislation, *see* Government

— M —

Machine Tools, *see* Equipment

Management
Action Plan for Middle Management *(s)* . . . Feb. 40
Myth of the Almighty Dollar . . . May 54
Myth of the Organization Chart . . . Feb. 38
Myth of the Production Wizard . . . Apr. 56

Management Development
Investing in People *(s)* . . . June 160
"In-basket" training *(s)* . . . Apr. 83

Marketing (*see also* Advertising; Retailing; Sales Promotion)
Boosting Sales with Faster Delivery . . . Feb. 44
Consumer Goods Leasing—A Promising New Market . . . Apr. 75
Cutting Loose from the Wholesaler . . . June 48
Defense Business: Is It Worth the Effort? . . . May 42
Export marketing methods, American *(s)* . . . June 166
Importing Stimulates New Products *(s)* . . . Apr. 93
In-Plant "Automat" *(s)* . . . June 183
New Approaches to Transportation Management . . . June 125
Unified Distribution—Traffic Aims at Customer Service for Sales . . . June 139

Markets, Foreign
Atlantic Trade Combine *(s)* . . . Mar. 152
Competition, Fair and Foul *(s)* . . . June 171
Consumer Credit Overseas *(s)* . . . June 170
Export aid program *(s)* . . . May 109
Export Forecast: Overcast *(s)* . . . Apr. 109
Export marketing methods, American *(s)* . . . June 166
France Takes the First Step *(s)* . . . Apr. 107
GATT Studies Trade Bars *(s)* . . . Jan. 60
Gold Stays Home *(s)* . . . June 170
How Can We Beat Foreign Competition? . . . May 45
How Exports Shape Up *(s)* . . . Feb. 92
Import-Export Seesaw *(s)* . . . Apr. 107
Importing Stimulates New Products *(s)* . . . Apr. 93
Meeting the Import Challenge: U. S. Industry Goes Overseas . . . Apr. 59
New Internationalists . . . Apr. 54
Oil and Diamonds *(s)* . . . Mar. 156
Should You Do Business with the Reds? . . . May 59
Statistics Soviet-Style *(s)* . . . May 112
Still Going Strong *(s)* . . . May 112
Too Much Updating *(s)* . . . June 183
Topping the Record *(s)* . . . May 111
Trade Picture Brightens *(s)* . . . Jan. 59

Materials
Asbestos cloth *(s)* . . . Feb. 120
Asbestos board *(s)* . . . Feb. 116
Boxes, fiberboard *(s)* . . . May 135
Carbide Metal *(s)* . . . Apr. 134
Coating, heat resistant *(s)* . . . May 134
Finish, external *(s)* . . . May 137
Floor, concrete *(s)* . . . Feb. 120
Glass tint, plastic *(s)* . . . May 140
Paint, primer *(s)* . . . Feb. 120
Polyethylene, antiseptic *(s)* . . . Apr. 134
Soundproofing material *(s)* . . . Apr. 134
Tin plate *(s)* . . . June 186

Mergers
Inside Look at Antitrust . . . June 46
Mergers and Acquisitions *(s)* . . . Apr. 112

Miniaturization, *see* Electronics

— O —

Obsolescence
Plants Showing Their Age? *(s)* . . . Mar. 138

Office Management
Documents in Safekeeping *(s)* . . . Feb. 114
Office Machine Waste *(s)* . . . Apr. 128
Safe Mail at Less Cost *(s)* . . . May 106
Search for Silence *(s)* . . . Apr. 125
"Support" Division *(s)* . . . May 128
Today's Silent Office Revolution . . . Apr. 64
Working Conditions, Office-Style *(s)* . . . June 155

Office Workers
Hymn to Her *(verse)* . . . Jan. 39
Latest Thing in Imports *(s)* . . . Apr. 110
Secretarial Skills *(s)* . . . June 177

Organization, *see* Management

Overseas Operations
Meeting the Import Challenge: U. S. Industry Goes Overseas . . . Apr. 59
Needed: A New Look *(s)* . . . Apr. 107
Needed: Better Business "Ambassadors" . . . Feb. 46
New Internationalists . . . Apr. 54
Tax Holiday Proposed *(s)* . . . Mar. 152

— P —

Packaging
Package cushioning, plastic *(s)* . . . Mar. 160
Revolt Brewing? *(s)* . . . June 185

Paperwork
Back to Work *(s)* . . . June 178
No Billing Bottleneck *(s)* . . . Feb. 113
Paperwork Sleuths *(s)* . . . Feb. 113

Patents
Catching Design Pirates *(s)* . . . May 146
Long-Term Royalties *(s)* . . . May 105
Where Strong Patents Start *(s)* . . . Jan. 54

Personnel Management
A Full Day's Work *(s)* . . . Jan. 85
A Word from Our Employees *(s)* . . . Jan. 89
Back to Work *(s)* . . . June 178
Double Duty for R&D Men *(s)* . . . Jan. 86
Double Duty for Skilled Labor . . . May 77
Employee Fact Sheet *(s)* . . . Feb. 115
Employees Speak Out *(s)* . . . May 124
Employee Teamwork Can Cut Your Costs . . . June 43
Engineers, management of *(s)* . . . June 154
Every Man a Professional *(s)* . . . Jan. 85
Executive transfers *(s)* . . . Jan. 63
Group Incentive Plan Pays Off *(s)* . . . June 172
How to Pick Better Front-Line Managers . . . Feb. 41
News by Telephone *(s)* . . . May 125
Rate the Boss *(s)* . . . Jan. 85
Talking Their Language *(s)* . . . Mar. 157
Technical Register *(s)* . . . June 159
Woman's Work *(s)* . . . Feb. 114

Planning
Industry's Plant: Big Changes Ahead . . . Mar. 51
Needed: Profit-Producing Plants . . . Mar. 52
New Guide to Plant Location . . . Mar. 77
Preview of Tomorrow's Plants . . . Mar. 119

Plant Location
Crisis of the Cities: Industry Heads for the Open . . . Feb. 35
Eagle's-Eye View of Plant Location . . . Mar. 78
New Guide to Plant Location . . . Mar. 77

Plants, Industrial
How to Plan a Service Center . . . Mar. 107
Industry's Plant: Big Changes Ahead *(special report)* . . . Mar. 51
Needed: Profit-Producing Plants . . . Mar. 52
New Trends In Supporting Facilities . . . Mar. 85
Preview of Tomorrow's Plants . . . Mar. 119

Plastics
Bearings, plastic *(s)* . . . Feb. 118
Nylon sections *(s)* . . . Feb. 118
Panels, plastic *(s)* . . . Feb. 117
Polyethylene, antiseptic *(s)* . . . Apr. 134
Polyethylene film, scented *(s)* . . . May 135
Press, plastic *(s)* . . . Jan. 94
Vinyl coating *(s)* . . . Apr. 132

Politics
Cooperative Politics *(s)* . . . Mar. 157
Getting Out the Vote *(s)* . . . Apr. 12
Myth of the Wicked Politician . . . Mar. 48
Politics May Not Pay *(s)* . . . Jan. 54

Pollution Control
Better than a Clothespin *(s)* . . . May 100
Profits from Headaches *(s)* . . . Jan. 71

Power Plants
Muscle-Bound Capacity *(s)* . . . Jan. 71
New Power Source *(s)* . . . Jan. 69

Premiums, *see* Sales Promotion

Product Development
Boom in Bitumen *(s)* . . . Mar. 140
Drive for By-Product Development . . . Feb. 69
New Chemical Advances: What They Mean for Your Company . . . Jan. 31
New Recording Revolution *(s)* . . . Feb. 81

Semiconductors on the Move (s) Apr. 93
Too Much Updating (s) June 183
Where Ideas Are Born (s) Jan. 79
Professional Workers
Double Duty for R&D Men (s) Jan. 86
Engineers, management of (s) June 154
Internships for Engineers (s) Apr. 126
Recruiting on the Air Waves (s) Apr. 128
School for Rapid Readers (s) Jan. 89
Technical Register (s) June 159
Products, New (*see also* **Materials, Metals, Plastics**)
Adhesive, plastic (s) June 188
Alarm, proximity (s) Jan. 96
Auto spare (s) June 187
Bearings, plastic (s) Feb. 118
Carbide, metal (s) Apr. 134
Conduit system, electric (s) May 137
Containers, plastic (s) June 189
Converter, thermoelectric (s) Jan. 98
Cushioning blocks, foam (s) June 189
Cutting torch (s) Jan. 94
Cutting torch, pantographic (s) Jan. 95
Drill, portable (s) June 188
Electronic drill (s) Jan. 94
Eraser, electric (s) May 135
"Electrowriter" (s) May 134
File (s) Mar. 162
Floor, concrete (s) Feb. 120
Generator, thermoelectric (s) June 186
Grease gun (s) Feb. 118
Hammer (s) May 137
Impact drill (s) Apr. 134
Lifting attachment, fork-truck (s) Jan. 95
Lighting system, fluorescent (s) Mar. 162
Lock, protective (s) June 186
Machine tool (s) Feb. 117
Magnets, lifting (s) Mar. 160
Metal seam closer, portable (s) Feb. 116
Microfilm recorder, portable (s) Jan. 96
Micrometer (s) Feb. 116
Mixer (s) Jan. 95
Motor, electric (s) Mar. 162
Nylon molding process (s) May 138
Nylon sections (s) Feb. 118
Optical projector, portable (s) Jan. 94
Oxygen mask, emergency (s) May 138
Oxygen generator (s) Apr. 132
Package cushioning, plastic (s) Mar. 160
Paging system (s) Mar. 161
Pallet truck (s) June 186
Paint, primer (s) Feb. 120
Paper cutter (s) Apr. 136
Panels, plastic (s) Feb. 117
Paper, typewriter-cleaning (s) Feb. 117
Pipe, concrete (s) Mar. 160
Platform truck (s) Apr. 132
Plotter, automatic (s) May 134
Polyethylene film, scented (s) May 135
Postage meter (s) Mar. 161
Press, plastic (s) Jan. 94
Pressure hose, nylon (s) Apr. 136
Projector, sound-filmstrip (s) Apr. 133
Rack conversion kit (s) May 140
Recording tape (s) May 140
Remote control (s) Mar. 161
Safety guard, electronic (s) Apr. 133
Shelter, fiberglass (s) May 134
Soundproofing material (s) Apr. 134
Sprinkler system, foam (s) Mar. 162
Standard deviation meter (s) Jan. 95
Staple gun, pneumatic (s) Feb. 117
Strain indicator (s) Apr. 135
Switch, toggle (s) Feb. 120
Table-and-seating unit, portable (s) May 137
Tape fastener, nylon (s) June 188
Tractor (s) Feb. 116
Truck cab, fiberglass (s) June 187
Truck, fork-lift (s) Feb. 120
Truck, 6-wheel drive (s) Apr. 132
Typewriter, electric (s) May 138
Typewriter ribbon (s) Jan. 96
Valve, vacuum (s) Jan. 98
Vibration control (s) Mar. 161
Vinyl coating (s) Apr. 132
Welder, ultrasonic (s) Mar. 160
Wrench, fingertip (s) Jan. 98
Public Relations
Awards: Bestow Them and Benefit May 83
Better Than a Clothespin (s) May 100
Bosses for a Day (s) June 177
Special Events: It Pays to Be Friendly Apr. 51
Purchasing
Updating Make-or-Buy (s) June 157

— R —

Recruiting
Matter of Degrees (*editorial*) June 39
Recruiting on the Air Waves Apr. 128
Recruiting the Producers (s) May 115
Research (*see also* **Product Development**)
Double Duty for R&D Men (s) Jan. 80
Exploiting the Oceans: Industry's Next Frontier Feb. 55
Helping R&D Communicate (s) May 100
New Chemical Advances: What They Mean for Your Company Jan. 31
New Trends in Supporting Facilities Mar. 85
Research "Brain Trusts" (s) Feb. 81
Tempo Quickens (s) Apr. 93
Test Facilities in Demand (s) May 95
Retailing
Automation Comes to the Supermarket (s) Feb. 99
Beleaguered Independents (s) Jan. 77
Centripetal Force (s) May 118
Help for the Retailer (s) May 121
How Premiums Pay Off Today Mar. 46
How Shoppers Behave (s) May 115
Marketing in the 1960's (s) Feb. 99
On the Mall (s) Jan. 78
Point-of-Purchase Pointers (s) Apr. 99
Sound Selling (s) May 116

— S —

Safety
Safety Contest for Foremen (s) Feb. 115
Salaries, *see* **Compensation**
Sales, *see* **Marketing**
Sales Promotion
Awards: Bestow Them and Benefit May 83
FTC Tightens the Screws (s) Jan. 53
Grass Roots PR (s) Jan. 80
How Premiums Pay Off Today Mar. 46
Industrial Road Show (s) May 122
Manufacturers Display Wares at Distributor's Trade Show (s) May 121
Point-of-Purchase Pointers (s) Apr. 99
Pride of Ownership (s) Mar. 158
Towering Eyeful (s) May 116
Salesmen
New Salesman Exchange (s) Apr. 99
Prizes with Suspense Added (s) May 128
Recruiting the Producers (s) May 115
Sales Force Compensation (s) June 183
Secretaries, *see* **Office Workers**
Shipping, *see* **Transportation**
Shopping Centers, *see* **Retailing**
Soviet Russia, *see* **Communist Nations**
Stockholder Relations
Curious Credit (s) June 163
More on Annual Reports (s) Apr. 117, June 165
Stockholders Get the Lowdown on Labor May 70
TV Stockholder Meetings (s) Apr. 118
Strikes, *see* **Labor Relations**
Suggestion Systems
Product Idea Awards (s) Feb. 115
Suggestion systems (s) May 89
Supervision, *see* **Personnel Management**

— T —

Tariffs
GATT Studies Trade Bars (s) Jan. 60
Import Barriers Loom (s) Mar. 153
New Common Market (s) Jan. 61
Taxes
Now It's Safe to Wait (s) Jan. 56
Seed Money and Taxes (*editorial*) Feb. 3
Tax Holiday Proposed (s) Mar. 152
Tax Justice (s) Feb. 88
Television
Direct Broadcast (s) Mar. 158
TV Stockholder Meeting (s) Apr. 118

Time
Face of Time *(editorial)* ... Jan. 3
Tools, *see* **Equipment**
Trade Secrets, *see* **Competition**
Trade Shows
Industrial Road Show *(s)* ... May 122
Manufacturers Display Wares at Distributor's Trade Show ... May 121
Transportation
Air Reduction Squeezes Traffic Costs ... June 143
Boosting Sales with Faster Delivery ... Feb. 44
Car Pools in Peacetime *(s)* ... Jan. 89
Double Trouble in Transport: The Impact of Regulation ... June 68
Electronics Simplifies Truck-Loading ... June 135
Featherbedding Pads the Bill ... June 111
Getting a Leg Up on LTL ... June 131
IMC Traffic Manager Helps Boost Sales ... June 125
New Approaches to Transportation Management ... June 125
Roadblocks to Progress ... June 54
Tangled Traffic Slows Shipments ... June 89
Transportation Dilemma: The Way Out: *(Special Report)* ... June 53
Transportation Tomorrow: A Glimpse Ahead ... Mar. 44
Unified Distribution—Traffic Aims at Customer Service for Sales ... June 139
Trucking, *see* **Transportation**

— V —

Vending Machines, *see* **Marketing**

— W —

Wages and Salaries, *see* **Compensation**
Warehousing
Warehouses: Designing for Flexibility ... Mar. 97
Wholesaling
Cutting Loose from the Wholesaler ... June 48
Supermarket Technique Comes to Wholesaling *(s)* ... Apr. 99

COMPANY INDEX

The listing below includes names of all organizations whose programs, policies, or experience have received more than passing mention in DUN'S REVIEW during the period covered by this index.

— A — B —

Abbott, Merkt & Company ... Mar. 60
Aerojet-General Corp. ... Apr. 124
Airline Pilots' Association ... June 123
Air Reduction Company, Inc. ... June 143
American Bosch Arma Corp. ... Apr. 128
American Can Company ... June 165
American Cyanamid Company ... Mar. 145, May 125
American Machine & Foundry Company ... May 52
American Management Association ... May 43, June 185
American Motors Corp. ... Mar. 119, June 160
American Rack Merchandisers Institute ... June 49
American Steel & Wire ... May 76
American Telephone & Telegraph Company ... Apr. 43, Apr. 84, June 52, June 90
American Trucking Associations, Inc. ... June 104
American Viscose Corp. ... Apr. 107
Ampex Corp. ... Feb. 81, June 154
Amtorg Trading Corporation ... May 63
Ansco ... Apr. 90
Arabian-American Oil Company ... Feb. 47
Armstrong Cork ... May 124
Atcheson, Topeka & Santa Fe Railway Company ... June 44
Atlantic & Pacific Tea Company ... Mar. 47
Atlas Powder Company ... Mar. 112, Apr. 53, June 113
Barrington Associates ... June 59
Bekins Van & Storage Company ... Jan. 85
Bell & Howell Corp. ... June 160
Bemis Brothers Bag Co. ... June 44
Bissell, Inc. ... Mar. 53
Boeing Airplane Company ... Apr. 126
Borg-Warner Corp.—Norge Division ... Apr. 76
Brunswick-Balke-Collender Company ... May 45

— C —

Calumet & Hecla Company ... Feb. 114
Campbell Soup Company ... Mar. 119
Carborundum Company ... June 172
Carr, J. Gordon & Associates ... Mar. 74
Carrier Corp. ... May 53
Channel Master Corp. ... Apr. 60, June 49
Chatham Electronics Division of Tung-Sol Electric, Inc. ... June 157
CIT Financial Corp. ... May 53
Cities Service Oil Company ... Apr. 52
Clairol, Inc. ... May 84
Clark Brothers Manufacturing Company ... Apr. 60
Cobb, W. L., Construction Company ... May 53
Colgate Palmolive Company ... Mar. 91
Connecticut General Life Insurance Company ... Feb. 35
Consolidated Freightways, Inc. ... June 83
Consumers Gas Company ... Apr. 77
Continental Coffee Company ... Jan. 77
Convair Division, General Dynamics Corp. ... June 44
Cummins Engine Company ... Mar. 67
Curtiss-Wright Corp. ... Jan. 70, Mar. 44

— D — E — F —

Dayton Rubber Company ... Mar. 53
Do-All Company ... May 122
Doman Helicopter Corp. ... Apr. 60
Douglas Aircraft Company ... Feb. 77, Apr. 60
Dow Chemical ... May 59
Du Pont de Nemours & Company, E. I. ... Jan. 89, May 115
Electric Autolite Company ... Feb. 83
Electronics Industries Association ... May 43
Electro-Optical Systems, Inc. ... Apr. 95
Esso Research and Engineering, Standard Oil Company of New Jersey ... May 128
Esso Research and Engineering Company ... Jan. 85, Mar. 140
Executive Manpower Corp. ... Mar. 50
Farber, S. W., Inc. ... Apr. 41
Federal Pacific Electric Company ... Feb. 44, May 122
Ford Motor Company ... Feb. 86, Mar. 45, Apr. 42, May 90
Freight Forwarders Institute ... June 84
Fuller Brush Company ... May 89

— G — H — I —

Garrett Corp. ... Jan. 69
General Dynamics Corp. ... Mar. 44, Mar. 138
General Electric Company ... Jan. 48, Jan. 64, Feb. 77, Feb. 81, Mar. 133, Apr. 43, Apr. 60, May 44
General Foods Corp. ... Jan. 42, Mar. 101
General Mills ... Apr. 118
General Shoe Company ... May 68
Genesco, Inc. ... Apr. 118, June 163
Giannini Controls Corp. ... Apr. 96
Glidden Company ... June 159
Goodling Equipment Company ... June 135
Goodrich, B. F., Chemical Company ... Apr. 93
Government Contracts Management Association ... May 43
Government Contract Newsletter ... May 43
Graflex, Inc., Subsidiary of General Precision Corp. ... Apr. 61
Granite City Steel Company ... Feb. 115
Greyvan Lines ... Jan. 64
Haloid Xerox, Inc. ... Apr. 44
Hamilton Skotch Corp. ... May 84
Hancock, John, Mutual Life Insurance Company ... Feb. 114
Heidrick and Struggles ... Mar. 50
Hess Bros. ... May 84
Hoff, Canny, Bowen and Associates, Inc. ... Mar. 143
Home Products Division, Packard-Bell Electronics ... May 80
Hotpoint Division, General Electric Company ... June 51
Hughes Aircraft Company ... Apr. 95, June 159
Inland Steel Company ... Apr. 53, June 65
International Business Machines ... May 89, May 92
International Engineers ... June 123
International Harvester Company ... Mar. 91
International Latex Corp. ... Mar. 98
International Minerals & Chemical Corp. ... June 125
International Telephone and Telegraph Corp. ... Apr. 60
Interstate Commerce Commission ... June 68

— J — K — L —

Jewel Tea Company ... Feb. 99
Joanna Western Mills Company ... May 124

COMPANY INDEX

(continued)

Johnson, George T., Company ... May 121
Johnson & Johnson ... May 76
Johnson, S. C. and Son, Inc. ... Mar. 47, May 121
Jones & Laughlin Steel Corp. ... May 74
Johnson-March Corp. ... Jan. 71
Kaiser Steel Corp. ... Apr. 43, June 72
Kidde, Walter & Company ... Mar. 93
Koppers Company ... May 102
Kroehler Manufacturing Company ... June 132
Leeds and Northrup Company ... Mar. 91
Lennox Industries ... Jan. 48
Lever Brothers ... Mar. 47
Lilly, Eli, and Company ... Jan. 80
Lippincott & Margulies, Inc. ... June 183
Litton Industries ... Apr. 116
Loblaw, Inc. ... June 135
Loral Electronics Company ... May 43

— M — N — O —

McCall, Tom, & Associates ... May 115
McCann-Erickson, Inc. ... Mar. 47
Manpower, Inc. ... June 164
Martin Company ... Jan. 89
M & B Headgear Company, Inc. ... June 48
Mead Papers, Inc. ... May 83
Midas Muffler, Inc. ... June 48
Miniature Precision Bearings, Inc. ... May 83
Minnesota Mining & Manufacturing Company ... Mar. 91, Mar. 143
Moore-Handley Hardware Company ... June 131
Mutual Benefit Life Insurance Company ... Feb. 35
National Association of Real Estate Boards ... May 118
National Biscuit Company ... Feb. 115
National Industrial Conference Board ... Mar. 145
National Industrial Traffic League ... June 70
National Lead Company ... Apr. 131
National Office Management Association ... June 155
National Leasing Company ... Feb. 102
Nationwide Packing Company, Inc. ... June 101
New York Central Railroad ... June 82
New York Paint, Varnish, and Lacquer Assn. ... May 121
Nielsen, A. C., Company ... Mar. 47
North American Aviation ... Feb. 43
North American Van Lines ... May 83
Northwestern Bell Telephone Company ... Feb. 113
Oklahoma City Gas & Electric Company ... Feb. 115
Olympic Division, Siegler Corp. ... May 44
Outboard Motor Corp. ... June 48

— P — Q — R — S —

Pan American Petroleum Corp. ... June 45
Peavey Paper Mill ... Jan. 34
Pennsylvania Glass Sand Corp. ... June 111
Pennsylvania Power Mower Division, American Chain & Cable Company, Inc. ... May 84
Pfizer, Chas., & Company ... Apr. 117
Pitney-Bowes, Inc. ... June 43
Plough, Inc. ... May 92
Port of New York Authority ... June 101
Preferred Risk Mutual Insurance Company ... June 178
Pure Oil Company ... May 128
Quaker Oats Company ... Mar. 47
Radio Corporation of America ... Mar. 47, Apr. 93, May 42
Raytheon Manufacturing Company ... Feb. 44, Mar. 102, June 178
Redisco (subsidiary of American Motors Corp.) ... May 53
Reliance Division, Eaton Manufacturing Company ... June 177
Remington Rand Division, Sperry Rand Corp. ... Apr. 125
Reynolds, A. O., Company ... Apr. 60
Rockwell Manufacturing Company ... May 125
Ryder System, Inc. ... June 78
Schaefer, F. & M., Brewing Company ... June 90
Schick, Inc. ... June 48
Schneider Press, Inc. ... Apr. 100
Scott, H. H., Inc. ... Mar. 55
Scott Paper Company ... June 139
Sears, Roebuck and Company ... Feb. 102
Sinclair Oil Corp. ... June 68
Smith, A. O., Corp. ... June 70
Smith-Corona Marchant, Inc. ... Apr. 60
Snyder Tool & Engineering Company ... Mar. 137
Socony Mobil Oil Company ... June 75, June 132
Sonneborn, L., Sons ... May 68
Sonoco Products Company ... June 45
Sterling Drug, Inc. ... June 61
Suid Wholesale Grocery ... Apr. 99
Sunbeam Corp. ... June 48
Supplee-Biddle-Stelz Company ... May 84

— T — U — W — Y —

Thompson Ramo Woolbridge Co. ... Jan. 85
Trane Company ... Jan. 46
Transistor World Corp. ... Apr. 62
Trundle Consultants, Inc. ... Apr. 78
Udylite Corp. ... Jan. 86
Union Carbide Co. ... Mar. 85, June 63
Union Carbide Chemicals Company ... Mar. 93
United Airlines ... May 93
United Rent-Alls ... Apr. 77
United States Shoe Company ... Feb. 113
U.S. Steel Corp. ... Apr. 47, June 82, June 58
U.S. Trucking Corp. ... June 104
Upjohn, Inc. ... Feb. 87
Weirton Steel Company ... Feb. 115
Westinghouse Electric Corp. ... Jan. 35, Jan. 89, Feb. 45, Apr. 51, Apr. 76, Apr. 93
Williams Research Corp. ... Jan. 69
Wilmot Castle Company ... Feb. 45
Wisconsin Southern Gas Company ... Apr. 77
Worthington Corp. ... June 44
Wright-Porter, Inc. ... Mar. 50
Yale & Towne Manufacturing Company ... Mar. 107
Yale Trucking Company ... June 101
York Corp. ... Feb. 102

AUTHOR INDEX

Titles of contributed articles and signed staff-written articles are listed alphabetically under the author's name. The word *quoted* after an author's name means that the item in question is a speech excerpt appearing in the department "Voice of Industry."

Armour, Richard
Hymn to Her *(verse)* ... Jan. 39
Bannow, Rudolph F. *(quoted)* ... June 26
Bicks, Robert A. *(interview)* ... June 46
Black, James Menzies
Fringe Binge: How Long, How Costly? ... May 56
Blough, Roger M. *(interview)* ... Apr. 45
Bright, James R.
Progress and Payoff in Industrial Automation ... Jan. 44
Butler, William F. *(quoted)* ... Jan. 21
Byrd, Sen. Harry F. *(interview)* ... Mar. 147
Canham, Erwin D. *(quoted)* ... Mar. 25
Cerami, Charles A.
Rx for Easing Executive Workloads ... Feb. 59
Christie, John
Crisis of the Cities: Industry Heads for the Open ... Feb. 35
Cleveland, Harlan
Needed: Better Business "Ambassadors" ... Feb. 46
Conrad, John R. *(quoted)* ... June 31
Copper, R. Conrad *(quoted)* ... Jan. 21
Cordiner, Ralph J. *(quoted)* ... Mar. 24
Cresap, Mark W., Jr. *(quoted)* ... June 31
Dickinson, Thomas A.
Double Duty from Skilled Labor ... May 77
Dirksen, Sen. Everett M. *(interview)* ... June 179
Douglas, Hon. William O. *(interview)* ... Apr. 54
Fairless, Benjamin F. *(quoted)* ... Apr. 25
Flemming, Hon. Arthur S. *(interview)* ... Feb. 109
Gates, Thomas S., Jr. *(interview)* ... Apr. 121
Goldberg, Melvin J.
Crisis of the Cities: Inventory Heads for the Open ... Feb. 35
Today's Silent Office Revolution ... Apr. 64

AUTHOR INDEX

(continued)

Golden, Hal
Special Events: It Pays to Be Friendly ... Apr. 51
Grace, J. Peter *(quoted)* ... Jan. 22
Harper, Marion, Jr. *(quoted)* ... May 27
Henle, Faye
Truth About "Tight Money" ... May 50
Hope, Stanley C. *(quoted)* ... Feb. 25
Humphrey, George M. *(quoted)* ... Apr. 24
Kappel, Frederick B. *(quoted)* ... June 26
Kenny, Thomas
Double Trouble in Transport: The Impact of Regulation ... June 68
Needed: Profit Producing Plants ... Mar. 52
New Guide to Plant Location ... Mar. 77
Preview of Tomorrow's Plants ... Mar. 119
Roadblocks to Progress ... June 54
King, Paul A.
Living With the Law ... Jan. 53, Mar. 143, May 103
Kintner, Earl W. *(interview)* ... May 131
Lasher, Albert C.
Managing Your Corporate Cash for Profit ... June 50
When You Automate: How to Avoid Labor Woes ... Apr. 42
Loeb, Gerald M.
Focus on Finance ... Feb. 87, Apr. 112, June 160
McCreary, Edward A.
How to Deal with Executive Deadwood ... Mar. 41
Mandell, Melvin
Boosting Sales with Faster Delivery ... Feb. 44
Defense Business: Is It Worth the Effort? ... May 42
Electronics Simplifies Truck-Loading ... June 135
Getting a Leg Up on LTL ... June 131
IMC Traffic Manager Helps Boost Sales ... June 125
Meeting the Import Challenge: U. S. Industry Goes Overseas ... Apr. 59
New Chemical Advances: What They Mean for Your Company ... Jan. 31
New Trends in Supporting Facilities ... Mar. 85
Wooing Employees with Better "Extras" ... Mar. 111
Mandell, Milton M.
How to Pick Better Front-Line Managers ... Feb. 41
Marshall, Joseph R.
Air Reduction Squeezes Traffic Costs ... June 143
Compulsory Arbitration? Business Votes "Yes" ... Jan. 40
Featherbedding Pads the Bill ... June 111
How Can We Beat Foreign Competition? ... May 45
Tangled Traffic Slows Shipments ... June 89
Transportation Tomorrow: A Glimpse Ahead ... Mar. 44
Unified Distribution—Traffic Aims at Customer Service for Sales ... June 139
What Industry's Leaders Think of Advertising ... Mar. 38
Mitchell, Hon. James P. *(interview)* ... May 48
Mortimer, Charles G. *(interview)* ... Jan. 42
Mueller, Hon. Frederick H. *(interview)* ... Jan. 91
Newcomb, Robert
Employee Teamwork Can Cut Your Costs ... June 43
Patton, Arch
Payoff for Performance ... Apr. 48
Peterson, William H.
Should You Do Business with the Reds? ... May 59
Price, Gwilym A. ... Feb. 24
Ramo, Simon, Dr. *(quoted)* ... Feb. 23
Randall, Clarence B.
Myth of the Almighty Dollar ... May 54
Myth of Communications ... Jan. 37
Myth of the Communist Superman ... June 40
Myth of the Organization Chart ... Feb. 38
Myth of the Production Wizard ... Apr. 56
Myth of the Wicked Politician ... Mar. 48
Rathbone, M. J. *(quoted)* ... Jan. 23
Reierson, Roy L. *(quoted)* ... Feb. 23
Reppliер, Theodore S. *(quoted)* ... Apr. 23
Riday, John W.
What's Ahead for Sales & Profits? ... Jan. 67
Riesel, Victor
Coming Showdown in Labor ... Jan. 34
Sammons, Marg
Employee Teamwork Can Cut Your Costs ... June 43
Seidman, J. S. *(quoted)* ... May 29
Sienkiewicz, Casimir A. *(quoted)* ... May 27
Slevin, Joseph R.
Inside Look at Antitrust ... June 46
Secretary Mitchell Speaks His Mind ... May 48
Washington Business Front ... Jan. 17, Feb. 19, Mar. 19, Apr. 17, May 23, June 23
Slote, Claire Trieb
Awards: Bestow Them and Benefit ... May 83
How Premiums Pay Off Today ... Mar. 46
When You Outgrow Your Company Name ... May 67
Smith, Alice
Verdict on Labor by Top Management ... Feb. 65
Smith, John F., Jr. *(quoted)* ... May 28
Stanley, Alexander O.
International Markets ... Jan. 59, Feb. 92, Mar. 152, Apr. 107, May 109, June 166
Sternfield, Aaron
Cutting Loose from the Wholesaler ... June 48
Stessin, Lawrence
Managing Your Manpower ... Jan. 63, Feb. 73, Mar. 133, Apr. 83, May 89, June 154
Stockholders Get the Lowdown On Labor ... May 70
Volpe, John A. *(quoted)* ... Mar. 23
Watson, Thomas J., Jr. *(quoted)* ... Apr. 23
Whidden, R. Harvey *(quoted)* ... Mar. 23
Wooton, Paul
Capital Views & Previews ... Jan. 91, Feb. 109, Mar. 147, Apr. 121, May 131, June 179
Zuckerman, Art
Consumer Goods Leasing: A Promising New Market ... Apr. 75

INDEX TO DUN'S REVIEW AND MODERN INDUSTRY

VOLUME 76 ... NUMBERS 1–6 JULY 1960 – DECEMBER 1960

Titles of articles and of departmental items (identified by "(*s*)" are listed alphabetically under subject. Economic material appearing at regular intervals in DUN'S REVIEW is not indexed, nor are the departments "Voice of Industry," "Washington Business Front," "Capital Views and Previews," and "Executive Bookshelf."

An alphabetical index listing authors and other persons quoted at length, as well as an index of companies which have been the subject of more than passing reference in the magazine, will be found following the main subject index.

— A —

Advertising
- FTC's Big Stick Bigger (*s*) ... Nov. 135
- FTC's Day Is Never Done (*s*) ... Sept. 128

Arbitration
- Arbitrators Get New Lift (*s*) ... Sept. 123

Automation (*see also* **Electronics**)
- A Year of Automation Progress ... Dec. 31
- Japanese Tools Next? (*s*) ... July 70
- Sarnoff Still Sees '60's as "Soaring" ... Oct. 42

— B —

Banking
- No-Check Payroll (*s*) ... Sept. 142

Benefit Plans, *see* **Employee Benefits**

Big Business
- Giant vs. Giant (*s*) ... July 76

Business Law, *see* **Legal Problems**

— C —

Collective Bargaining, *see* **Labor Relations**

Common Market, *see* **Tariffs**

Communications
- Chatter Cutter (*s*) ... Nov. 168
- Employee Publications ... Aug. 55
- Link in a Long Chain (*s*) ... Dec. 89
- Men on the Chart (*s*) ... Oct. 116
- Put Your Workers on the Sales Team ... Dec. 37
- Savings by Short Wave (*s*) ... Nov. 165
- Saving Time in Time Keeping ... Oct. 113

Community Relations, *see* **Public Relations**

Company Names
- In Name Only (*s*) ... July 78
- What's in a Name? (*s*) ... Oct. 89

Compensation
- Presidents View Executive Pay ... Nov. 37
- Wanted: Higher Output for Higher Wages ... Nov. 90A

Competition
- Meeting Foreign Competition ... Nov. 129
- With Their Own Eyes (*s*) ... Dec. 89

Computers
- Computer Takes (*s*) ... Oct. 85
- Computer, telephone (*s*) ... Sept. 144
- Latex Launches an Office Revolution ... Sept. 99

Contracts, Government
- New Rules from Uncle Sam (*s*) ... Nov. 138

Cost Reduction
- Cost "Improvement" (*s*) ... Dec. 77
- Meeting Foreign Compensation ... Nov. 129

— D —

Decision-Making, *see* **Management**

Design
- No More Model Years? (*s*) ... Aug. 61
- Office Environment: Design for Efficiency ... Sept. 79
- Top Designers Tell What's Ahead in Product Design ... Aug. 32

Documents, *see* **Paperwork**

— E —

Economic Conditions
- David Rockefeller Speaks Out on Recession ... Nov. 40
- First-Half Profits Picture Looks Bright ... July 16
- Great Growth Debate ... July 34
- Growing Gold Crisis (*s*) ... Oct. 78
- Management Outlook: What's Ahead in 1961? ... Dec. 28
- Theory and Practice (*s*) ... Aug. 68

Electronics
- Magnetohydrodynamics ... Sept. 119
- Mark-Counter (*s*) ... Oct. 118
- Road to Profits (*s*) ... Aug. 61
- Sarnoff Still Sees '60's as "Soaring" ... Oct. 42

Employee Benefits
- Confident and Canny (*s*) ... Dec. 52
- Fringes, Long and Short (*s*) ... Dec. 52
- In-Plant Loan Office (*s*) ... Aug. 87
- Manpower Management in Europe ... Nov. 121
- Not by Bread Alone (*s*) ... Dec. 55
- Royal Gesture (*s*) ... Oct. 98
- What's a Fringe? (*s*) ... Aug. 56

Employee Relations, *see* **Communications, Employee Benefits, Labor Relations, Personnel Management, Recruiting**

Equipment
- Automation for Rent (*s*) ... Oct. 87
- Computer Takes Control ... Oct. 85
- Electrolytic Shaping (*s*) ... Dec. 91
- Fitting the Machine to the Man ... July 56
- Hidden Profits in Data Processing ... Sept. 108
- Japanese Tools Next? (*s*) ... July 70
- Leasing R&D Equipment (*s*) ... Nov. 132
- Nailer, portable (*s*) ... Dec. 91
- Self-Contained (*s*) ... Dec. 78
- Today's Trends in Office Technology ... Sept. 72
- Touring coach (*s*) ... Dec. 91

Executive Development, *see* **Executives**

Executives
- Executive Development: Dollars Down the Drain? ... Aug. 36
- Men, Morality and Management ... Oct. 58
- Presidents View Executive Pay ... Nov. 37

Expense Account
- Myth of the Magic Expense Account ... Aug. 39

Exports, *see* **Markets, Foreign**

— F —

Financial Ratios
- 14 Important Ratios in 36 Manufacturing Lines ... Dec. 56
- 14 Important Ratios in 12 Retail Lines ... Oct. 74
- 14 Important Ratios in 24 Wholesale Lines ... Nov. 94

Financing
- Borderline Leases (*s*) ... July 73
- Credit Club (*s*) ... Aug. 74
- Financing for the Long Range ... July 43
- Management Outlook: What's Ahead in 1961? ... Dec. 28

Foreign Trade, *see* **Markets, Foreign**

Fringe Benefits, *see* **Employee Benefits**

— G —

Government
- Ballot Privilege (*editorial*) ... Oct. 37
- Open Letter to the President-Elect ... Nov. 31

Guarantees, *see* **Product Liability**

— I —

Imports, *see* **Markets, Foreign**

Industrial Markets, *see* **Marketing**

Inventions
- Useful Inventions Needed (*s*) ... July 68

Investment
- Investment Cross-Currents (*s*) ... Nov. 142
- Investment Decisions ... Dec. 63
- Myth of the Perfect Balance Sheet ... Sept. 35
- Trends in Overseas Investment
- Why Britain Looks Good to U. S. Investors ... Dec. 41

— L —

Labor Relations (*see also* **Unions**)
- By Way of Contrast (*s*) ... Dec. 55
- Demand Dilemma (*s*) ... Sept. 117
- Lockouts Limited (*s*) ... July 74
- Manpower Management in Europe ... Nov. 121
- Talking It Up (*s*) ... Sept. 117
- Wildcat Strikes ... July 61
- Work Rules: Can Management Regain Its Rights? ... Oct. 38

Leadership
- An Hour for Leadership (*editorial*) ... Nov. 33
- Leader and the Layman (*editorial*) ... Sept. 31
- Open Letter to the President-Elect ... Nov. 31

Legal Problems
- Are Your Products Booby-Trapped? ... Nov. 105
- Business on Sunday (*s*) ... Sept. 127
- Census and the BLS (*s*) ... Sept. 127
- Check Those Signatures! (*s*) ... Nov. 137
- Coffee Break Is Work (*s*) ... Sept. 124
- Don't Smile—File (*s*) ... Nov. 136
- Limit on Name-Dropping (*s*) ... Sept. 124
- Says the Navy (*s*) ... Sept. 128
- Tie-Ins Can Boomerang (*s*) ... Nov. 136

Watch the Fine Print (s) ... Nov. 137
Watch Your Forms! (s) ... Sept. 128
Why Take the Chance? (s) ... July 73

Legislation, *see* **Government**

Lockouts, *see* **Labor Relations**

— M —

Machine Tools, *see* **Equipment**

Management
America's Best-Managed Companies ... Sept. 38
Capabilities on Demand (s) ... Aug. 85
Management Outlook: What's Ahead in 1961? ... Dec. 28
Men, Morality and Management ... Oct. 58
Myth of the Management Committee ... July 37
Myth of the Perfect Balance Sheet ... Sept. 35
Myth of the Specialist ... Nov. 34
Room for Decision (*editorial*) ... July 33

Management Development
Back-to-School Movement (s) ... Nov. 146

Marketing (*see also* **Advertising; Retailing; Sales Promotion**)
Attack in Depth (s) ... Dec. 88
Exports: Full Speed Ahead (s) ... Dec. 72
Management Outlook: What's Ahead in 1961? ... Dec. 28
Markets on the Move ... Nov. 80
Thumbs Down (s) ... Oct. 101
Your Guide to the New Industrial Markets ... July 46

Markets, Foreign
"Common Market Welcomes You" ... Oct. 50
Credit Club (s) ... Aug. 74
Exports: Full Speed Ahead (s) ... Dec. 72
Foreign Markets ... Sept. 131
Gain in Exports ... Aug. 71
How One Company Cracked the Common Market ... Oct. 52
Inner Six and Outer Seven (s) ... Aug. 74
Investment Cross-Currents (s) ... Nov. 142
Worth Looking Into (s) ... Nov. 146

Materials
Additives, flame-retarding (s) ... Nov. 173
Coating, waterproof insulation (s) ... Aug. 88
Diamonds to Order (s) ... July 70
Fiberglass flaked protection (s) ... Sept. 146
Flux, liquid (s) ... Aug. 90
Magnesium (s) ... Aug. 89
Materials Notes (s) ... Nov. 132
Packaging Prodigy (s) ... July 67
Powder, ceramic (s) ... July 95
Reinforcing Metals (s) ... July 67
Rubber, paste (s) ... July 95
Superdense ceramics (s) ... Oct. 120
Suppliers' Suggestions (s) ... July 82

Metals
Magnet (s) ... Aug. 90
Sheet steel (s) ... Oct. 121

— N —

Noise
Industry's New Sound Barrier ... Nov. 91
Noise Cutter (s) ... Dec. 81

— O —

Obsolescence
No More Model Years? (s) ... Aug. 61

Office Management
File It Away! (s) ... Aug. 85
Hidden Profits in Data Processing ... Sept. 108
How to Set a Profitable Office Work Pace ... Aug. 42
Latex Launches an Office Revolution ... Sept. 99
Making Office People More Productive ... Sept. 52
Management Tackles Office Productivity ... Sept. 42
New Look in Office Organization ... Sept. 45
Office Environment: Design for Efficiency ... Sept. 79
Office Productivity: New Path to Profits ... Sept. 41
Saving Time in Timekeeping ... Oct. 113
Today's Trends in Office Technology ... Sept. 72
Trailblazers in Office Operations ... Sept. 93

Office Workers
How to Set a Profitable Office Work Pace ... Aug. 42
Making Office People More Productive ... Sept. 52

Overseas Operations
Back-to-School Movement (s) ... Nov. 146
"Common Market Welcomes You" ... Oct. 50
Exports: Full Speed Ahead (s) ... Dec. 72
How One Company Cracked the Common Market ... Oct. 52
Manpower Management in Europe ... Nov. 121
NCR's Foreign Success Story ... Dec. 32
Overseas Trade Fairs ... Oct. 77
Tax Break from Uncle Sam (s) ... Nov. 142
Trends in Overseas Investment ... Dec. 70
Why Britain Looks Good to U. S. Investors ... Dec. 41

— P —

Packaging
Management's Big Job in Packaging ... Nov. 45
Packaging Prodigy (s) ... July 67
Price-Winning Industrial Package ... Nov. 129

Paperwork
How to Set a Profitable Office Work Pace ... Aug. 42
New Look in Office Organization ... Sept. 45
Too Much on File (s) ... July 76
Trailblazers in Office Operations ... Sept. 93

Personnel Management
Absenteeism (s) ... Sept. 115
Cutting Absenteeism (s) ... July 90
Diagonal Promotions (s) ... Oct. 116
Employee Publications (s) ... Aug. 55
Keep 'Em Working (s) ... Sept. 116
Making Office People More Productive ... Sept. 52
Manpower Trends (s) ... Dec. 51
Oldest Equation (*editorial*) ... Aug. 31
On Their Honor (s) ... Aug. 87
School Days for Employees (s) ... Oct. 115
With Their Own Eyes (s) ... Dec. 89

Philanthropy
Corporate Giving (s) ... Dec. 52

Pilferage
What Is Thine— (s) ... Dec. 87

Plants, Industrial
When You Plan Your New Plant: Watch Out for These Pitfalls ... Oct. 44

Plastics
Foam, plastic (s) ... Nov. 173
Heat-resistant vinyl (s) ... July 96
Plastic netting (s) ... July 95
Tubing (s) ... Sept. 146
Wall covering, sound absorbent (s) ... Aug. 90

Politics
Politics: Business Takes the Plunge ... July 40

Pricing
No Place for the Innocent (s) ... Nov. 135

Product Design, *see* **Product Development**

Product Development
Basic Research Pays Off (s) ... Sept. 120
Product Development Rises (s) ... Dec. 78
Top Designers Tell What's Ahead in Product Design ... Aug. 32

Product Liability
Are Your Products Booby-Trapped? ... Nov. 105
FTC's Big Stick Bigger (s) ... Nov. 135

Production
Fitting the Machine to the Man ... July 56
Shaky Procedures (s) ... Dec. 81

Products, New (*see also* **Materials, Metal, Plastics Equipment**)
Acoustic device (s) ... Aug. 90
Assembly system (s) ... Sept. 146
Belt grinder (s) ... Oct. 121
Braking (s) ... Aug. 89
Cabinet, insulated (s) ... Sept. 145
Can, tear-top (s) ... Nov. 170
Caps, plastic (s) ... Aug. 88
Collator, manual (s) ... Nov. 173
Computer, telephone (s) ... Sept. 144
Container (s) ... Nov. 170
Container Counter-Router (s) ... Nov. 171
Conveyor system (s) ... July 96
Conveyors, document (s) ... Sept. 144
Cutting machine (s) ... Oct. 121
Electron photographs (s) ... Nov. 171
Electronic fire detector (s) ... Nov. 172
Electronic memory unit (s) ... Sept. 144
Electronic production control (s) ... Oct. 118
Film package (s) ... Nov. 170
Fire extinguisher (s) ... Oct. 121
Hand truck (s) ... Oct. 119
Hose, air (s) ... Sept. 145
Ladder leg (s) ... Oct. 120
Machine, plastic packaging (s) ... Nov. 170
Mailing Aid (s) ... July 95
Mark-Counter (s) ... Oct. 118
Metal folder (s) ... Oct. 119
Meter, self-service (s) ... Sept. 146
Motor protector (s) ... Sept. 146
Nylon bumpers (s) ... Aug. 88
Plastic netting (s) ... July 95
Platform truck (s) ... Oct. 118
Portable P.A. (s) ... Sept. 145
Postage meter (s) ... Nov. 172
Pressure-filling unit (s) ... Nov. 170
Puncture-proof tires (s) ... Aug. 90
Relays (s) ... Dec. 91
Rolling measure (s) ... Aug. 88
Self-contained (s) ... Dec. 78

Shield, mask (s) ..... Sept. 146
Shipping packs, moisture-proof (s) ..... Nov. 170
Signal (s) ..... Sept. 145
Speech prompter (s) ..... Aug. 89
Stamp stack (s) ..... Aug. 89
Static neutralizer (s) ..... July 96
Strapping, rayon (s) ..... July 95
Switchboard, assembly (s) ..... Oct. 119
Tank, collapsible (s) ..... Sept. 144
Tape recorder, portable (s) ..... Sept. 146
Telephone volume adjuster (s) ..... Oct. 118
Torsion suspension seat (s) ..... Aug. 90
Truck, lift (s) ..... Sept. 146
TV camera (s) ..... Aug. 90
Typewriter ribbon, plastic (s) ..... Oct. 120
Wall covering, sound-absorbent (s) ..... Aug. 90
Welding gun (s) ..... Oct. 119

Public Relations
Community Benefits (s) ..... Aug. 59
Home-Grown Image (s) ..... Nov. 166

Purchasing
Business Gifts: Who Pays the Bill? ..... Nov. 97
Myth of the Slick Purchasing Agent ..... Oct. 47
Suppliers' Suggestions (s) ..... July 87

— R —

Reciprocity
Business Gifts: Who Pays the Bill? ..... Nov. 97
Reciprocity: Industry's Secret Sales Wagon ..... Sept. 32

Records, *see* Office Management

Recruiting
Keeping the Secret (s) ..... Aug. 56
Psychological Testing (s) ..... Oct. 95
Some Don't Fade Away (s) ..... Nov. 132

Research (*see also* Product Development)
Basic Research Pays Off (s) ..... Sept. 120
Laboratory Listing (s) ..... Dec. 78
Leasing R&D Equipment (s) ..... Nov. 132
New R&D Theory (s) ..... Sept. 121
New Uses for Wheat Glut? (s) ..... Dec. 81
Stability in R&D Funds (s) ..... July 67

Retailing
"Closed-Door" Stores (s) ..... Nov. 151
14 Important Ratios in 12 Retail Lines ..... Oct. 74
New Look in Consumer Credit ..... Aug. 49
Spotlight on Suburbia (s) ..... Aug. 80
What Every Retailer Knows (s) ..... Nov. 86B

Retirement
Myth of Retirement ..... Dec. 34
Retiring to Work (s) ..... Aug. 87

— S —

Salaries, *see* Compensation

Sales, *see* Marketing

Sales Promotion
Airborne Presentation (s) ..... July 88
Attack in Depth (s) ..... Dec. 88
Fords for Flora (s) ..... Nov. 156
Get Out and Sell (s) ..... July 88
Idea Exchange (s) ..... Sept. 141
Incentives for Dealers (s) ..... Nov. 165
Message in a Minute (s) ..... Nov. 167
Miniature Makes Sales (s) ..... Aug. 79
Profitable Ideas from Customers ..... Sept. 141
Put Your Workers on the Sales Team ..... Dec. 37
Reverse Sales Twist (s) ..... Nov. 166
Selling in the field (s) ..... Oct. 102
Sugar-Coated Lures (s) ..... Oct. 104
Worth 1,000 Words (s) ..... Oct. 113

Salesmen
Door to Door (s) ..... Aug. 74
Drive for Sales (s) ..... Oct. 106
Keying Sales Calls to Profits ..... Nov. 42

Shopping Centers, *see* Retailing

Stockholder Relations
Confident and Canny (s) ..... Dec. 52
Stockholder Meetings ..... Aug. 65
Worth the Price (s) ..... Oct. 90

Strikes, *see* Labor Relations

Suggestion Systems
Idea Exchange (s) ..... Sept. 141
Sparking More Suggestions (s) ..... Oct. 115
Straight from the Top (s) ..... July 88

— T —

Tariffs
GATT Fight (s) ..... Nov. 141
Pushing for Protectionism (s) ..... Dec. 55

Taxes
All-Important Tax (s) ..... Sept. 127
Break for Retailers (s) ..... Nov. 138
File It Away! (s) ..... Aug. 85
More—But Not Less (s) ..... Sept. 124
Tax Break from Uncle Sam (s) ..... Nov. 142

Tools, *see* Equipment

Trade
Trade: The Willing Servant *(editorial)* ..... Dec. 27

Trade Shows
Overseas Trade Fairs ..... Oct. 77
Products Go Cruising (s) ..... Dec. 72

Transistors
Heat-Loving Transistors (s) ..... Dec. 78

— U —

Unions (*see also* Labor Relations)
Merger Season (s) ..... Oct. 98
Pay for Union Leaders (s) ..... Oct. 98
Pushing for Protectionism (s) ..... Dec. 55
Unions Go to College (s) ..... Aug. 59

— W —

Wages and Salaries, *see* Compensation

Wholesaling
14 Important Ratios in 24 Wholesale Lines ..... Nov. 94

COMPANY INDEX

The listing below includes names of all organizations whose programs, policies, or experiences have received more than passing mention in DUN'S REVIEW during the period covered by this index.

— A — B —

ACF Industries, Inc. ..... Aug. 85
Admiral Corp. ..... Sept. 68
Aerojet-General Corp. ..... July 41
Aetna Life Insurance Company ..... Sept. 58
Allied Paper Corp. ..... July 42
Allied Van Lines, Inc. ..... Sept. 57
Allis-Chalmers Manufacturing Company ..... Sept. 119
Aluminum Company of America ..... Sept. 58, Sept. 68
Amana Refrigeration, Inc. ..... Nov. 166
American Brake Shoe Company ..... Oct. 38
American Can Company ..... Nov. 167
American Chicle Company ..... Nov. 39
American Cyanamid Company ..... Nov. 43
American Electric Power Company ..... Sept. 81
American Hardware Corp. ..... Nov. 59
American Management Association ..... Oct. 90, Dec. 78
American Molasses Company ..... July 42
American Motors Corp. ..... Aug. 63
American Radiator & Standard Sanitary Corp. ..... Nov. 38
American Telephone & Telegraph Company ..... Aug. 65, Sept. 38
American Viscose Corp. ..... Nov. 46
AMP Incorporated ..... Sept. 45
A.S.C. Tabulating Corp. ..... Sept. 78
Associated Spring Corp. ..... Nov. 39
Avon Products, Inc. ..... Aug. 74
Babcock and Wilcox Company ..... Nov. 165
Baldwin-Lima Hamilton Corp. ..... July 65
Bank of America ..... Aug. 49
Barrington Associates, Inc. ..... Dec. 29
Bell & Howell Corp. ..... July 62, Dec. 28
Berkshire Life Insurance Company ..... Sept. 82
Boeing Airplane Company ..... Oct. 86, Nov. 129
Borg-Warner Corp. ..... Sept. 47
Brunswick Corp. ..... Sept. 47
Byers, A. M., Company ..... Oct. 38

— C —

Cal-Farm Insurance Companies ..... Sept. 76
Calumet & Hecla Company ..... Sept. 40
Campbell Soup Company ..... Nov. 61
Carpenter Steel Company ..... Oct. 115
Case, J. I., Company ..... Oct. 104
Chain Belt Company ..... Nov. 38
Chase Manhattan Bank of N. Y. ..... Aug. 49, Dec. 30
Chemstrand Limited ..... Dec. 42
Chrysler Corp. ..... July 61, Sept. 45
Clark Equipment Company ..... Sept. 46
Commercial Credit Company ..... Aug. 74

Comptometer Corp. Oct. 90
Consolidated Freightways, Inc. Sept. 93
Continental Steel Corp. Nov. 39
Corti Bros. Aug. 49
Cott Beverage Corp. July 88
Cresap, McCormick and Paget Oct. 44
Cutler-Hammer, Inc. Sept. 38

— D — E — F —

Dasol Corp. Dec. 31
Daystrom, Inc. Nov. 61
Dick, A. B., Company Sept. 54
Dow Chemical Company Nov. 55
Dreyfuss & Associates, Henry July 57
Ducommun Metals & Supply Company Nov. 42
Du Pont de Nemours, E. I., & Company Sept. 38, Sept. 45
Eastman Kodak Company Sept. 50, Sept. 76, Dec. 67
Electro-Optical Systems, Inc. July 70
Executive Manpower Corp. Dec. 30
Farber, S. W., Inc. Oct. 41
Farrington Manufacturing Company Sept. 76
Filon Plastics Corp. Nov. 165
First National Bank of Chicago Dec. 38
First National City Bank of New York July 62, Dec. 37
Flexible Tubing Corp. Dec. 31
Foote Mineral Company Sept. 68
Ford Motor Company July 67, Nov. 156

— G — H — I —

G.E.M., Inc. Nov. 151
General Electric Company July 70, Aug. 55, Sept. 38, Oct. 96, Nov. 130, Nov. 39, Dec. 52
General Finance Corp. Sept. 79
General Foods Corp. Nov. 61
General Mills Nov. 72
General Motors Corp. Aug. 61, Sept. 38
Gilbert, A. C., Company July 42, Sept. 39
Glidden Company Nov. 154
Grace, W. R., & Company Sept. 40
Great Lakes Steel Corp. Sept. 117
Green Giant Company Sept. 57
Gulf Oil Corp. Sept. 45
Gulton Industries, Inc. Sept. 54
Harris Intertype Corp. Nov. 43
Hartford Fire Insurance Company Oct. 98
Hertz Corp. July 90, Oct. 90
Horizon, Inc. July 67
Indian Head Mills, Inc. Nov. 44
International Business Machines Sept. 38, Sept. 64, Nov. 72, Dec. 68
International Latex Corp. Sept. 54, Sept. 68, Sept. 60, Sept. 99
International Minerals & Chemical Corp. Sept. 82, Sept. 141
International Nickel Company Dec. 88
International Silver Company Sept. 60
Interstate Container Corp. Sept. 44

— J — K — L —

Johns-Manville Company Aug. 55
Johnson & Johnson July 40, Nov. 43
Johnson, S. C., & Son Nov. 55
Kahn Manufacturing Company Sept. 57
Kaiser Aluminum and Chemical Corp. Sept. 44
Kawneer Company Sept. 47
Know, Frank & Co. Sept. 64
Kuehmann Foods, Inc. Nov. 62
Kwikset Division, American Hardware Corporation Oct. 115
Latex Corp. Sept. 48
Leaf Brands, Inc. Sept. 60
Lipton, Thomas J., Company Aug. 55
Long Island Railroad Oct. 40
Lovemans, Inc. Sept. 60

— M — N — O —

McKinsey & Company July 44
Manchester Knitted Fashions, Inc. Sept. 47, Sept. 57
Manpower, Inc. Sept. 141
Martin Company Sept. 120
Maytag Company July 62
Mead Corp. Nov. 53
Metal & Thermit Corp. July 41
Michigan Bell & Telephone Co. Sept. 47
Midland-Ross Corp. Sept. 40
Mill-A-Matic Machining, Inc. Oct. 87
Miller Brewing Company Sept. 52
Minneapolis-Honeywell Regulator Company Sept. 39, Sept. 54
Minnesota Mining & Manufacturing Company Sept. 38, Sept. 79, Dec. 78
Minute Maid Corporation Nov. 168
Montgomery Ward & Company Dec. 67
National Bank of Detroit Dec. 38
National Cash Register Company Sept. 76, Dec. 32
Nationwide Leasing Company Nov. 132
New York Air Brake Company Nov. 38
North American Aviation, Inc. Oct. 115
Norton Company Oct. 40
Ohio Oil Company Dec. 29
O'Malley Lumber Company Oct. 116

— P — R — S —

Peirce, Al, Lumber Company Sept. 47
Pepperell Manufacturing Company Sept. 62
Pet Milk Company Sept. 62, Sept. 57
Philadelphia Electric Company Sept. 58
Philco Corp. Sept. 46, Sept. 54
Pitney-Bowes, Inc. Nov. 166
Pittsburgh Plate Glass Company Oct. 40
Racine Hydraulics and Machinery, Inc. Sept. 58
Radio Corp. of America Aug. 61, Oct. 42, Nov. 132
Republic Steel Corp. Dec. 28
Roadway Express, Inc. Sept. 57
Royal McBee Corp. Aug. 87, Sept. 72, Nov. 38
Rust-Oleum Corp. Oct. 52
Sears Roebuck & Company Oct. 96
Shell Oil Company Sept. 48, Sept. 45
Shering Corp. Dec. 55
Singer Manufacturing Company Nov. 130
South Bend Tackle Company Dec. 31
Spalding Brothers, A. G., Inc. Nov. 39
Standard Oil of California July 62
Standard Oil of Indiana Oct. 40
Standard Oil of New Jersey July 67
Standard Screw Company Sept. 39
Stanley Home Products, Inc. Aug. 74
Sunland-Tujunga Telephone Company Dec. 39
Sun Oil Company Dec. 87

— T — U — W —

Tele-Prompter Corp. Sept. 81
Texas Instruments, Inc. Sept. 39, Dec. 89
Torrington Manufacturing Company Oct. 113
Udylite Corp. Sept. 39
Union Carbide Corp. Sept. 82, Sept. 90
Union Oil Company Dec. 38
United Air Lines Dec. 38
U. S. Rubber Reclaiming Company Oct. 116
Universal-Cyclops Steel Corp. Aug. 63
Waler Manufacturing Company Sept. 39
Western Electric Company Sept. 39
Western Machinery Company Oct. 113
Westinghouse Corp. July 56, Sept. 45
Wichita Union National Bank Sept. 142
Wohl Shoe Company Oct. 115
Worthington Corp. Sept. 39, Nov. 43

AUTHOR INDEX

Titles of contributed articles and signed staff-written articles are listed alphabetically under the author's name. The word *quoted* after an author's name means that the item in question is a speech excerpt appearing in the department "Voice of Industry."

Aiello, Tamar
"The Common Market Welcomes You" Oct. 50
Allen, Charles E. *(quoted)* Oct. 28
Banzhaf, Max *(quoted)* Nov. 116
Black, Eugene *(interview)* July 81
Bristol, Leo H. *(quoted)* Aug. 23
Cerami, Charles A.
How to Set a Profitable Office Work Pace Aug. 42
Why Britain Looks Good to U. S. Investors Dec. 41
Chapman, B. A. *(quoted)* July 25
Durston, Patricia H.
David Rockefeller Speaks Out on Recession Nov. 40
Eppert, Ray R. *(quoted)* Aug. 18
Ford, Frederick W. *(interview)* Sept. 135
Fulbright, Senator J. William *(interview)* Dec. 83
Goldberg, Melvin J.
State Tax Bite: The Biggest Yet Aug. 82
Hallstein, Walter *(interview)* Oct. 50
Herter, Christian A. *(interview)* Aug. 51
Kenny, Thomas
Making Office People More Productive Sept. 52
Management Outlook: What's Ahead in 1961? Dec. 28
Management Tackles Office Productivity Sept. 43
Markets on the Move Nov. 80
Today's Trends in Office Technology Sept. 72
Trailblazers in Office Operations Sept. 93
Your Guide to the New Industrial Markets July 46

AUTHOR INDEX

(Continued)

King, Paul A.
Living with the Law ... July 73, Sept. 123, Nov. 135
Lasher, Albert C.
Work Rules: Can Management Regain Its Rights? ... Oct. 38
Loeb, Gerald M.
Focus on Finance ... Aug. 65, Oct. 89, Dec. 63
McCabe, John
When You Plan Your New Plant . . . Watch Out for These Pitfalls ... Oct. 44
McMurry, Dr. Robert N.
Executive Development: Dollars Down the Drain? ... Aug. 36
Mandell, Melvin
Industry's New Sound Barrier ... Nov. 91
Management's Big Job in Packaging ... Nov. 45
Reciprocity: Industry's Secret Sales Weapon ... Sept. 32
Sarnoff Still Sees '60's as "Soaring" ... Oct. 42
Top Designers Tell What's Ahead in Product Design ... Aug. 32
Mann, Thomas C. *(interview)* ... Nov. 161
Marshall, Joseph R.
America's Best-Managed Companies ... Sept. 38
Hidden Profits in Data Processing ... Sept. 108
Latex Launches an Office Revolution ... Sept. 99
NCR's Foreign Success Story ... Dec. 32
New Look in Office Organization ... Sept. 45
Office Environment: Design for Efficiency ... Sept. 79
Politics: Business Takes the Plunge ... July 40
Minami, Shinkichi *(quoted)* ... Oct. 27
Motley, Arthur H. *(quoted)* ... Nov. 114
Newcomb, Robert
Put Your Workers on the Sales Team ... Dec. 37
Oelman, Robert S. *(interview)* ... Dec. 32
O'Neil, Edward L. *(quoted)* ... Nov. 113
Paddock, Austin J. *(quoted)* ... Aug. 18
Peterson, William H.
The Great Growth Debate ... July 34
Price, Dr. Kenneth C. *(quoted)* ... July 26
Randall, Clarence B.
Myth of the Magic Expense Account ... Aug. 39
The Myth of the Management Committee ... July 37
Myth of the Perfect Balance Sheet ... Sept. 35
Myth of Retirement ... Dec. 34
Myth of the Slick Purchasing Agent ... Oct. 47
The Myth of the Specialist ... Nov. 34
Reid, Thomas R. *(quoted)* ... Oct. 27
Riddleberger, James W. *(interview)* ... Oct. 109
Rockefeller, David *(interview)* ... Nov. 40
Sammons, Marg
Put Your Workers on the Sales Team ... Dec. 37
Sanzo, Richard
First-Half Profits Picture Looks Bright ... July 16
14 Important Ratios in 36 Manufacturing Lines ... Dec. 56
14 Important Ratios in 12 Retail Lines ... Oct. 74
14 Important Ratios in 24 Wholesale Lines ... Nov. 94
Sarnoff, David *(interview)* ... Oct. 42
Seney, Wilson
Financing for the Long Range ... July 43
Shanks, Carrol M. *(quoted)* ... Oct. 30
Slevin, Joseph R.
Washington Business Front ... July 19, Aug. 15, Sept. 16, Oct. 16, Nov. 19, Dec. 21
Slote, Claire Trieb
Keying Sales Calls to Profits ... Nov. 42
Smith, Alice
Wanted: Higher Output for Higher Wages ... Nov. 90A
Smith, Malcolm N. *(quoted)* ... July 27
Stanley, Alexander O.
International Markets ... Aug. 71, Sept. 131, Oct. 77, Nov. 141, Dec. 70
Sternfield, Aaron
How One Company Cracked the Common Market ... Oct. 52
Stessin, Lawrence
Managing Your Manpower ... July 61, Aug. 55, Sept. 115, Oct. 95, Nov. 121, Dec. 51
Stewart, H. Dorn *(quoted)* ... July 25
Sullivan, A. M.
Men, Morality, and Management ... Oct. 58
What Every Retailer Knows ... Nov. 86B
Toulmin, H. A., Jr. *(quoted)* ... Nov. 113
Weedon, D. Reid, Jr. *(quoted)* ... Aug. 20
Wooton, Paul
Capital Views & Previews ... July 81, Aug. 51, Sept. 135, Oct. 109, Nov. 161, Dec. 83
Young, Walter G.
Business Gifts: Who Pays the Bill? ... Nov. 97
Zuckerman, Art
Are Your Products Booby-Trapped? ... Nov. 105
New Look in Consumer Credit ... Aug. 49